77 questions most frequently asked by journalists in a crisis

- 1. What is your name and title?
- 2. How do you spell and pronounce your name?
- 3. What are your job responsibilities?
- 4. Can you tell us what happened? Were you there? How do you know what you are telling us?
- 5. When did it happen?
- 6. Where did it happen?
- 7. Who was harmed?
- 8. How many people were harmed?
- 9. Are those that were harmed getting help?
- 10. How are those who were harmed getting help?
- 11. Is the situation under control?
- 12. How certain are you that the situation is under control?
- 13. Is there any immediate danger?
- 14. What is being done in response to what happened?
- 15. Who is in charge?
- 16. What can we expect next?
- 17. What are you advising people to do? What can people do to protect themselves and their families now and in the future from harm?
- 18. How long will it be before the situation returns to normal?
- 19. What help has been requested or offered from others?
- 20. What responses have you received?

- 21. Can you be specific about the types of harm that occurred?
- 22. What are the names, ages and hometowns of those that were harmed?
- 23. Can we talk to them?
- 24. How much damage occurred?
- 25. What other damage may have occurred?
- 26. How certain are you about the damage?
- 27. How much damage do you expect?
- 28. What are you doing now?
- 29. Who else is involved in the response?
- 30. Why did this happen?
- 31. What was the cause?
- 32. Did you have any forewarning that this might happen?
- 33. Why wasn't this prevented from happening? Could this have been avoided?
- 34. How could this have been avoided?
- 35. What else can go wrong?
- 36. If you are not sure of the cause, what is your best guess?
- 37. Who caused this to happen?
- 38. Who is to blame?
- 39. Do you think those involved handled the situation well enough? What more could or should those who handled the situation have done?



- 40. When did your response to this begin?
- 41. When were you notified that something had happened?
- 42. Did you and other organizations disclose information promptly? Have you and other organizations been transparent?
- 43. Who is conducting the investigation? Will the outcome be reported to the public?
- 44. What are you going to do after the investigation?
- 45. What have you found out so far?
- 46. Why was more not done to prevent this from happening?
- 47. What is your personal opinion?
- 48. What are you telling your own family?
- 49. Are all those involved in agreement?
- 50. Are people over-reacting?
- 51. Which laws are applicable?
- 52. Has anyone broken the law?
- 53. How certain are you about whether laws have been broken?
- 54. Has anyone made mistakes?
- 55. How certain are you that mistakes have not been made?
- 56. Have you told us everything you know?
- 57. What are you not telling us?
- 58. What effects will this have on the people involved?

- 59. What precautionary measures were taken?
- 60. Do you accept responsibility for what happened?
- 61. Has this ever happened before?
- 62. Can this happen elsewhere?
- 63. What is the worst-case scenario?
- 64. What lessons were learned?
- 65. Were those lessons implemented? Are they being implemented now?
- 66. What can be done now to prevent this from happening again? What steps need to be taken to avoid a similar event?
- 67. What would you like to say to those who have been harmed and to their families?
- 68. Is there any continuing danger?
- 69. Are people out of danger? Are people safe?
- 70. Will there be inconvenience to employees or to the public? What can people do to help?
- 71. How much will all this cost?
- 72. Are you able and willing to pay the costs?
- 73. Who else will pay the costs?
- 74. When will we find out more?
- 75. What steps need to be taken to avoid a similar event? Have these steps already been taken? If not, why not?
- 76. Why should we trust you?
- 77. What does this all mean?